

January 22, 2020

**THEATER
WORKS
HARTFORD**

RECEIVED

Postal Regulatory Commission
Re: Docket RM2017-3
901 New York Ave NW, Suite 200
Washington, DC 20268

2020 JAN 28 P 3: 27

POSTAL REGULATORY
COMMISSION
FIVE OF THE SECRETARY

To whom it may concern:

TheaterWorks has a mission to produce high quality, contemporary theater that is relevant to our audience, engages a diverse community, and provides insight into the human experience. We perform 225 performances per year of the hottest, most current plays in our 188-seat theater. We address social and cultural issues, produce work by culturally and ethnically diverse playwrights, speak to non-traditional audiences, and put on plays that are unpublished and unproduced. We serve the Greater Hartford community in many ways:

- Reach an audience of more than 40,000, which includes our large subscriber base of 5,000.
- Offer All-Free Student Matinees with more than 1,660 students attending last year.
- Bring 1,700 students and teachers to see theater with a show called *This Land is Your Land*, about American history through the life of Woody Guthrie.
- Nurture over 30 interns in our internship program, through which they learn about all aspects of theater. Many go on to work at TheaterWorks as part-time and full-time staff members.
- Perform 12 Pay What You Can performances per year, where patrons tell the box office what they can afford.
- Cultivate new voices in American theater through the Play/Pen Playwriting Series.
- Create community with local musicians showcasing their work with our Living Room Concert Series and District Nights.
- Host quarterly FUN Nights, where 3 prominent community leaders tell a story of failure and how it helped further their careers.
- Engage families through all-ages friendly events such as Gingerbread House making and Kite Flying and a Carnival in Bushnell Park.

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Direct mail is vital to our organization's success because we mail out season brochures, show postcards, and fundraising letters. As we continue to expand our services, maintaining low expenses is ever more important. A major increase in postage means fewer students seeing their first ever live theater production, fewer local artists and musicians showcased, and less of a community in downtown Hartford.

Our organization has been critical to the revitalization of downtown Hartford. Many restaurants in the area flourish because of our presence year-round. We donate tickets to any area charitable organization requesting a donation for a raffle, bringing new people into downtown Hartford all of the time. A recent \$6 million renovation to our historic 1927 building created jobs and renewed interest in our theater. Health and accessibility updates open up the theater to even more patrons.

We cannot afford to give up all of this progress because of a major increase in postage rates. Please don't raise the postage rates. Our community depends on it.

Sincerely,



Dina Silva
Director of Development



Freddie McInerney
Director of Marketing/Communications